

Notice of Allowability	Application No.	Applicant(s)	
	09/718,604	GOLDSTON, MARK	
	Examiner	Art Unit	
	Stephan F. Willett	2142	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 12/06/05.
2. ☒ The allowed claim(s) is/are 1-37.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. <input type="checkbox"/> Notice of References Cited (PTO-892) 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) 3. <input checked="" type="checkbox"/> Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date <u>9/27/05</u> 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | <ol style="list-style-type: none"> 5. <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) 6. <input type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date _____. 7. <input type="checkbox"/> Examiner's Amendment/Comment 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance 9. <input type="checkbox"/> Other _____. |
|---|--|



**ANDREW CALDWELL
SUPERVISORY PATENT EXAMINER**

DETAILED ACTION

Examiner's Amendment

1. Authorization for this Examiner's amendment was given in a telephonic interview with Mr. Landau on February 1, 2006.

AMENDMENTS TO THE CLAIMS

Claim 1 (Previously presented): A method of recommending web pages comprising the steps of:
providing plural categories of human interest, the categories having associated therewith respective scopes

activating a client on a local device, the local device having an input device, an output device and a web browser

the client monitoring browsing activity of an unregistered user who has not entered a profile of any kind

the web browser requesting a first web page

in response to the web browser requesting the first web page, the client automatically obtaining a first one of the plural categories of human interest in which the first web page belongs

after the first one of the plural categories of human interest is obtained, the client automatically obtaining a first recommendation of a second web page which is in the first one of the plural categories of human interest

wherein the first recommendation is based on the first one of the plural categories of human interest and not on a user profile of any kind, any particular information about the unregistered user, or any past browsing activity of the unregistered user

while the web browser displays the first web page, the client outputting a message to the output device which informs the unregistered user of the availability of the first recommendation

the unregistered user providing input to the client indicative of the unregistered user's desire to activate the first recommendation, and in response the client causing the web browser to request the second web page

the web browser requesting the second web page

the web browser outputting the second web page to the output device.

Claim 2 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 wherein the step of the client obtaining the first recommendation is performed after the step of the unregistered user providing input.

Claim 3 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 wherein the client is an independent program.

Claim 4 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 wherein the step of automatic obtaining first one of the plural categories of human interest in which the first web page belongs is performed by the steps of:

- providing a page categorization database comprising identifiers of web pages correlated to the plural categories of human interest

- looking up the first web page in the page categorization database to thereby obtain a first one of the categories of human interest corresponding to the first web page.

Claim 5 (Previously presented): The method of recommending web pages to an unregistered user of claim 4 further comprising the steps of:

- the web browser storing a first resource locator corresponding to the first web page into an address bar object

- the client copying the first resource locator from the address bar object and using the first resource locator for looking up the first web page in the correlation table.

Claim 6 (Previously presented): The method of recommending web pages to an unregistered user of claim 5 wherein the first resource locator comprises a uniform resource locator.

Claim 7 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 further comprising the step of providing the unregistered user with the option to access a next recommended web page.

Claim 8 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 wherein the output device comprises a display, and the web browser outputs web pages on the display.

Claim 9 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 further comprising the steps of:

the client automatically obtaining a second recommendation of a third web page which is in the first one of the plural categories of human interest

after the step of the web browser outputting the second web page to the output device, the unregistered user providing input to the client indicative of the unregistered_user's desire to activate the second recommendation, and in response the client causing the web browser to request the third web page

the web browser outputting the third web page to the output device.

Claim 10 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 wherein the recommendation is provided to the unregistered_user for free.

Claim 11 (Previously presented): The method of recommending web pages to an unregistered user of claim 1 further comprising, after the step of the unregistered_user providing input, assessing a charge against an account for making the first recommendation.

Claim 12 (Currently amended): A computer-readable ~~software program product~~ medium, the ~~software~~ comprising a set of instructions for causing a computer to:

monitor a browser on the computer and determine that the browser has requested a first web page

in response to the computer determining that the browser has requested a first web page, automatically obtain a first one of the plural categories of human interest in which the first web page belongs

automatically obtain a first recommendation of a second web page which is in the first one of the plural categories of human interest

while the browser displays the first web page, output a message to the output device which informs an unregistered user who has not entered a profile of any kind of the availability of the first recommendation

wherein the first recommendation is based on the first one of the plural categories of human interest and not on a user profile of any kind, any particular information about the unregistered user, or any past browsing activity of the unregistered user

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accepting a first unregistered user input which shows the unregistered user's desire to activate the first recommendation,

cause the browser to request the second web page.

Claim 13 (Currently amended): The computer-readable ~~software-program-product~~ medium of claim 12 wherein the first recommendation is obtained after the unregistered user input is accepted.

Claim 14 (Currently amended): The computer-readable ~~software-program-product~~ medium of claim 12 further comprising instructions for causing the computer to determine the first one of the plural categories of human interest in which the first web page belongs.

Claim 15 (Currently amended): The computer-readable ~~software-program-product~~ medium of claim 12 wherein the instructions for causing the computer to automatically obtain a first one of the plural categories of human interest in which the first web page belongs include instructions for causing the computer to look up the first web page in a page categorization database comprising identifiers of web pages correlated to the plural categories of human interest to thereby determine the first one of the categories of human interest corresponding to the first web page.

Claim 16 (Currently amended): The computer-readable ~~software-program-product~~ medium of claim 15 further comprising instructions for causing the computer to copy a first resource locator from an address bar object of the browser and use the first resource locator for looking up the first web page in the page categorization database.

Claim 17 (Currently amended): The computer-readable ~~software-program-product~~ medium of claim 12 further comprising instructions for causing the computer to provide the unregistered user with the option to access a next recommended web page.

Claim 18 (Currently amended): The computer-readable ~~software-program-product~~ medium of claim 12 further comprising instructions for causing the computer to:

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automatically obtain a second recommendation of a third web page which is in the first one of the plural categories of human interest

accept a second unregistered user input which shows the unregistered user's desire to activate the second recommendation

cause the browser to request the third web page.

Claim 19 (Currently amended): The computer-readable ~~software program product~~ medium of claim 12 further comprising instructions for causing the computer to assess a charge against an account for making the first recommendation.

Claim 20 (Previously presented): A local device for browsing units of electronic content in conjunction with plural categories, the local device comprising:

an input device

an output device

a browser for requesting units of electronic content and for outputting the units of electronic content to the output device

a client for recommending units of electronic content to an unregistered user of the local device, wherein the unregistered user is a user who has not entered a profile of any kind, the client including instructions to

monitor the browser and determine that the browser has requested a first unit of electronic content

in response to the determination that the browser has requested a first unit of electronic content, automatically obtain a first one of the plural categories in which the first unit of electronic content belongs

automatically obtain a first recommendation of a second unit of electronic content which is in the first one of the plural categories

wherein the first recommendation is based on the first one of the plural categories and not on a user profile of any kind, any particular information about the unregistered user, or any past browsing activity of the unregistered user

while the browser displays the first unit of electronic content, output a message to the output device which informs the unregistered user of the availability of the first recommendation

accept a first unregistered user input which shows the unregistered user's desire to activate the first recommendation,

cause the browser to request the second unit of electronic content.

Claim 21 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20 wherein the first recommendation is obtained after the unregistered user input is accepted.

Claim 22 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20, the client further comprising instructions to determine the first one of the plural categories in which the first unit of electronic content belongs.

Claim 23 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20 wherein the instructions to automatically obtain a first one of the plural categories in which the first web page belongs include instructions to look up the first unit of electronic content in a categorization database comprising identifiers of web pages correlated to the plural categories to thereby determine the first one of the categories corresponding to the first unit of electronic content.

Claim 24 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20, the client further comprising instructions to copy a first resource locator from an address bar object of the browser and use the first resource locator to look up the first unit of electronic content in the categorization database.

Claim 25 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20, the client further comprising instructions to provide the unregistered user with the option to access a next recommended web page.

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Claim 26 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20, the client further comprising instructions to:

automatically obtain a second recommendation of a third unit of electronic content which is in the first one of the plural categories

accept a second unregistered user input which shows the unregistered_user's desire to activate the second recommendation,

cause the browser to request the third unit of electronic content.

Claim 27 (Previously presented): The local device for browsing units of electronic content in conjunction with plural categories of claim 20 further comprising instructions for causing the computer to assess a charge against an account for making the first recommendation.

Claim 28 (Previously presented): A method of recommending electronic content comprising the steps of:

providing plural categories

activating a client on a local device, the local device having an input device, an output device and a browser

the client monitoring browsing activity of an unregistered user, wherein the unregistered user is a user who has not entered a profile of any kind

the browser requesting a first unit of electronic content

in response to the browser requesting the first unit of electronic content, the client automatically obtaining a first one of the plural categories of human interest in which the first unit of electronic content belongs

after the first one of the plural categories is obtained, the client automatically obtaining a first recommendation of a second unit of electronic content which is in the first one of the plural categories

wherein the first recommendation is based on the first one of the plural categories of human interest and not on a user profile of any kind, any particular information about the unregistered user, or any past browsing activity of the unregistered user

while the web browser displays the first web page, the client generating a message on the output device which informs the unregistered user of the availability of the first recommendation
the unregistered user providing input to the client indicative of the unregistered user's desire to activate the first recommendation
the browser outputting the second unit of electronic content to the output device.

Claim 29 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the step of the client obtaining the first recommendation is performed after the step of the unregistered user providing input.

Claim 30 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the client determines the first one of the plural categories in which the first unit of electronic content belongs.

Claim 31 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the client is an independent program.

Claim 32 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the step of automatic obtaining first one of the plural categories in which the first unit of electronic content belongs is performed by the steps of:

providing a categorization database comprising identifiers of unit of electronic content correlated to the plural categories

looking up the first unit of electronic content in the categorization database to thereby obtain a first one of the categories corresponding to the first unit of electronic content.

Claim 33 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 further comprising the step of providing the unregistered user with the option to access a next recommended unit of electronic content.

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Claim 34 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the output device comprises a display, and the web browser outputs unit of electronic content on the display.

Claim 35 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 further comprising the steps of:

- the client automatically obtaining a second recommendation of a third unit of electronic content which is in the first one of the plural categories

- after the step of the browser outputting the second unit of electronic content to the output device, the unregistered user providing input to the client indicative of the unregistered_user's desire to activate the second recommendation, and in response the client causing the browser to request the third unit of electronic content

- the browser outputting the third unit of electronic content to the output device.

Claim 36 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 wherein the recommendation is provided to the unregistered_user for free.

Claim 37 (Previously presented): The method of recommending electronic content to an unregistered user of claim 28 further comprising, after the step of the unregistered user providing input, assessing a charge against an account for making the first recommendation.

Allowable Subject Matter

1. Claims 1-37 are allowed.
2. The following is an examiner's statement of reasons for allowance: independent claims 1, 12, 20 and 28 teach a client monitoring device to monitor an unregistered who has not entered a profile, in response to a web browser requesting a web page, automatically obtaining a category of human interest that the page belongs and based on said category recommending a second page in the same category and the recommendation is not based on a user profile, any particular information about the user or any past browsing activity of the user.
3. The closest prior art of record, Nishio and Schmid, do not teach a recommending a page to a user who has not entered a profile, or not based on a user profile, any particular information about a user or any past browsing activity of a user. Therefore, independent claims 1, 12, 20 and 28 are allowable over the prior art.
4. Claims 2-11, 13-19, 21-27 and 29-37 are allowed by the same rational as well as the further limitations added by these dependent claims.
5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

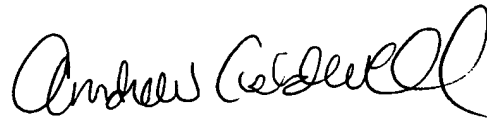
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Conclusion

1. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Stephan Willett whose telephone number is (571)272-3890. The examiner can normally be reached Monday through Friday from 8:00 AM to 6:00 PM.
2. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Caldwell, can be reached on (571)272-3868. The fax phone number for the organization where this application or proceeding is assigned is (571)273-8300.
1. Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (571)272-2100.

sfw

February 2, 2006



ANDREW CALDWELL
SUPERVISORY PATENT EXAMINER